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7 UNITED STATES DISTRICT COURT  
8 WESTERN DISTRICT OF WASHINGTON  
9 AT SEATTLE

10 SPORTSFRAGRANCE, INC., a New York  
11 corporation,

12 Plaintiff,

13 v.

14 THE PERFUMER'S WORKSHOP  
15 INTERNATIONAL, LTD, a New York  
16 corporation; PERFUMER'S WORKSHOP,  
17 LLC, a New York limited liability company;  
18 and THE PERFUMER'S WORKSHOP  
19 EXPORT, LTD, a New York corporation,

20 Defendants.

No. C09-177Z

ORDER

21 This matter comes before the Court on Defendants' Motion to Dismiss Pursuant to  
22 Fed. R. Civ. P. 12(b)(2) and 12(b)(3), docket no. 25, and Plaintiff's Motion for Fees and  
23 Costs Under Fed. R. Civ. P. 4(d) for Failure to Waive Service, docket no. 23. The Court  
24 enters the following Order:

25 **I. BACKGROUND**

26 **A. Parties and Claims**

Plaintiff Sportsfragrance, Inc. is a New York corporation with its headquarters in  
Arizona. Compl., docket no. 1, ¶ 1; Alvord Decl., docket no. 34, ¶ 5. On February 10, 2009,

Sportsfragrance sued three New York corporations: (1) The Perfumer's Workshop International, Ltd. ("PWI"), (2) Perfumer's Workshop, LLC ("PW"), and (3) The Perfumer's Workshop Export, Ltd. ("PWE") (collectively "Defendants"). Compl. ¶¶ 3-5.

Sportsfragrance alleges that Defendants' use of the mark "ROCK & ROLL" to market perfumes, colognes and scented lotions ("perfume products") infringes on its mark "ROCK 'N ROLL" and constitutes the use of a counterfeit mark. Id. ¶¶ 1, 7, 8, Ex. A.

Sportsfragrance seeks damages and an injunction to stop Defendants from using the mark "ROCK & ROLL." Id. at 2-3, ¶¶ A-C.

**B. Pending Motions**

Defendants move to dismiss the case pursuant to Fed. R. Civ. P. 12(b)(2) for lack of personal jurisdiction and Fed. R. Civ. P. 12(b)(3) for improper venue. Defs.' Mot. to Dismiss, docket no. 25. Sportsfragrance moves for fees and costs under Fed. R. Civ. P. 4(d) for failure to waive service. Pl.'s Mot. Fees and Costs, docket no. 23.

**C. Minimum Contacts**

Donald Bauchner is PWI's President. Bauchner Decl., docket no. 25-2, ¶ 1. He and his wife control PWI, PW, and PWE, which are all small, privately held companies. Id. ¶¶ 3-5. Mr. Bauchner states in a declaration that:

None of [the Defendants] have any employees, registered agents, or offices in the State of Washington. None of the parties are authorized to do business in the State of Washington. None own property in the State of Washington. No Washington taxes have been paid by any of the defendants. No contract or legal obligation has been undertaken with the State of Washington or a Washington resident. The complaint alleges trademark infringement with respect to a perfume product that neither [PWI] nor any of the defendants ha[s] ever directly sold to anyone in the State of Washington or was active in the inducement to sell perfume products in the State of Washington.

Id. ¶ 2.

Sportsfragrance's complaint alleges that Defendants sell the allegedly infringing Samba ROCK & ROLL perfume products through national online retailers:

1 Defendant [PWI] is a New York corporation doing business throughout the  
2 United States, including Washington State. [PWI], by itself or through the  
3 affiliate companies, [PW and PWE], markets a line of perfumes, colognes, and  
4 scented lotions under the brand name Samba. Some of the Samba brand's  
5 perfumes, colognes, and scented lotions are marketed nationally through  
various retailers under the name 'ROCK & ROLL' and sold in Washington  
State and elsewhere. An example of defendants' 'ROCK & ROLL' perfume  
products as marketed through Target Stores at [www.target.com](http://www.target.com) is attached as  
Exhibit B.

6 Compl. ¶ 3, Ex. B. For both women's and men's Samba ROCK & ROLL perfume products,  
7 the Target website states that "This item is available online, but is not available in stores."  
8 Compl., Ex. B at 1-2. Mr. Bauchner, on behalf of Defendant PWI, admits that "[s]ince 2005  
9 PWI has sold Perfume Products under the SAMBA brand with the 'Rock & Roll' tagline . . .  
10 to bona fide retailers such as Target, headquartered in Minnesota." Bauchner Decl. ¶ 10.

11 Other online retailers, in addition to Target, offer for sale PWI's Samba ROCK &  
12 ROLL perfume products through their websites. Abrams Decl., docket no. 28, Ex. F1 at 1  
13 ([www.perfume.com](http://www.perfume.com)), Ex. F3 ([www.FragranceNet.com](http://www.FragranceNet.com)) at 4-5, Ex. F4  
14 ([www.perfumenthings.com](http://www.perfumenthings.com)) at 4, Ex. F5 ([www.thediscountperfume.com](http://www.thediscountperfume.com)) at 3; Alvord Decl.,  
15 Ex. A ([www.perfumania.com](http://www.perfumania.com)) at 4.<sup>1</sup> There is no evidence in the record of any sales of any of  
16 Defendants' perfume products to Washington residents through any websites.

17 In addition to having a website, Perfumania has seven stores in Washington. Alvord  
18 Decl. ¶ 2, Ex. A at 2. Sportsfragrance has submitted a receipt from one of Perfumania's  
19 Washington stores showing the sale of two Samba perfume products (but not the allegedly  
20 infringing Samba ROCK & ROLL perfume products), totaling \$21.70. *Id.* ¶ 3, Ex. B. PWI  
21 admits that it has sold Samba ROCK & ROLL perfume products to Perfumania's parent  
22 company, Quality King Fragrance, Inc., 35 Sawgrass Drive, Bellport, NY 11713. Suppl.  
23 Bauchner Decl., docket no. 36-2, ¶¶ 4, 8. There is no evidence in the record of any sales of  
24  
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26 <sup>1</sup> Exhibit F2 attached to the Abrams Declaration is an example of an online retailer selling  
Samba products, but not the allegedly infringing Samba ROCK & ROLL perfume products.

1 the allegedly infringing Samba ROCK & ROLL perfume products in Washington or to a  
2 Washington resident.

## 3 **II. DISCUSSION**

### 4 **A. Defendants' Motion to Dismiss for Lack of Personal Jurisdiction**

#### 5 **1. Burden on Plaintiff to Make Prima Facie Showing**

6 Defendants move to dismiss the case pursuant to Fed. R. Civ. P. 12(b)(2) for lack of  
7 personal jurisdiction. Sportsfragrance has the burden of establishing the Court's personal  
8 jurisdiction over Defendants. See Doe v. Unocal Corp., 248 F.3d 915, 922 (9th Cir. 2001).  
9 "The court may consider evidence presented in affidavits to assist it in its determination and  
10 may order discovery on the jurisdictional issues." Id. "When a district court acts on a  
11 defendant's motion to dismiss without holding an evidentiary hearing, the plaintiff need  
12 make only a prima facie showing of jurisdictional facts to withstand the motion to dismiss."  
13 Id. (quoting Ballard v. Savage, 65 F.3d 1495, 1498 (9th Cir. 1995)). In determining whether  
14 Sportsfragrance has made a prima facie case for personal jurisdiction, uncontroverted  
15 allegations in Sportsfragrance's complaint must be taken as true, and "conflicts between the  
16 facts contained in the parties' affidavits must be resolved in plaintiff's favor." Doe, 248 F.3d  
17 at 922 (quoting Am. Tel. & Tel. Co. ("AT&T") v. Compagnie Bruxelles Lambert, 94 F.3d  
18 586, 588 (9th Cir. 1996)).

#### 19 **2. Analysis Framework**

20 "Personal jurisdiction over a nonresident defendant is tested by a two-part analysis."  
21 Chan v. Soc'y Expeditions, Inc., 39 F.3d 1398, 1404 (9th Cir. 1994). "First, the exercise of  
22 jurisdiction must satisfy the requirements of the applicable state long-arm statute." Id.  
23 "Second, the exercise of jurisdiction must comport with federal due process." Id. at 1404-05.  
24 Because Washington's long-arm statute, RCW 4.28.185, extends jurisdiction to the limit of  
25 federal due process, the Court analyzes only the second part of the test. See id. at 1405. Due  
26 process requires that a defendant have sufficient "minimum contacts" with the forum state.

1 Int'l Shoe Corp. v. State of Wash., 326 U.S. 310, 316 (1945); Burger King Corp. v.  
2 Rudzewicz, 471 U.S. 462, 474 (1985) (requiring “purposeful” contacts). The minimum  
3 contacts must be such that a defendant “should reasonably anticipate being haled into court”  
4 in the forum state. World-Wide Volkswagen Corp. v. Woodson, 444 U.S. 286, 297 (1980).

5 “Personal jurisdiction may be general or specific.” AT&T, 94 F.3d at 588.

6 Sportsfragrance contends that Defendants are only subject to specific jurisdiction, which  
7 “allows a court to adjudicate claims that arise out of the defendant’s contacts with the  
8 forum.” Id.

9 To be subject to specific jurisdiction:

10 1) The nonresident defendant must either:

11 - purposefully direct his activities or consummate some transaction with the  
12 forum or resident thereof; or

13 - perform some act by which he purposefully avails himself of the  
14 privilege of conducting activities in the forum, thereby invoking the  
benefits and protections of its laws.

15 2) The claim must be one that arises out of or relates to the defendant’s  
forum-related activities;

16 3) The exercise of jurisdiction must comport with fair play and substantial  
17 justice.

18 Brainerd v. Governors of the Univ. of Alberta, 873 F.2d 1257, 1259 (9th Cir. 1989); see also

19 Shute v. Carnival Cruise Lines, 897 F.2d 377, 381 (9th Cir. 1990), rev’d on other grounds,  
20 499 U.S. 585 (1991) (substituting “reasonable” standard for “fair play and substantial  
21 justice” standard).

### 22 **3. Perfumer’s Workshop and Perfumer’s Workshop Export**

23 Sportsfragrance alleges that all three Defendants market Samba perfume products and  
24 that “various retailers” market and sell the allegedly infringing Samba ROCK & ROLL  
25 perfume products “in Washington State and elsewhere.” Compl. ¶ 3. In its briefing,  
26 Sportsfragrance never distinguishes between the three named Defendants. See, e.g., Pl.’s  
Resp., docket no. 33, at 1:21 (“Defendants’ perfumes line the shelves of Washington

1 stores.”); id. at 2:17-18 (“Defendants actively market their perfumes to Washington  
2 consumers by placing them on store shelves here.”); id. at 6:25-7:2 (“Defendants have  
3 undisputedly placed their products into the stream of commerce by selling their perfume  
4 products in Washington through national online and brick and mortar retailers. If they know  
5 they are selling through Target and Perfumania, they must know that those companies have  
6 stores in Washington.”).

7 Defendants clarify the distinct roles of the three named defendants, as follows:

8  
9 Of the three defendants, only [PWI] sells the SAMBA branded fragrance  
10 product in the United States, including SAMBA Rock & Roll eau de toilette.  
11 One of the Defendants, [PW], does not have anything to do with the SAMBA  
12 branded line of fragrance products, including use of SAMBA Rock & Roll  
13 fragrance here, in the U.S., or anywhere. Another of the Defendants, [PWE],  
14 only sells the SAMBA branded fragrance line in export, but has never sold the  
15 SAMBA Rock & Roll fragrance.

16 Suppl. Bauchner Decl. ¶ 2; id. ¶ 5 (PW and PWE “have never at any time sold the SAMBA  
17 branded product at issue in this suit”).

18 Because PW and PWE have never sold the allegedly infringing Samba ROCK &  
19 ROLL perfume products at all, let alone to Washington consumers, Sportsfragrance has  
20 failed to establish that the Court has specific jurisdiction over PW and PWE.

#### 21 **4. Perfumer’s Workshop International**

##### 22 **a. Purposeful Direction or Purposeful Availment**

23 Under the first prong of the three-part specific jurisdiction test, Sportsfragrance must  
24 establish that PWI either purposefully directed its activities toward Washington or  
25 purposefully availed itself of the privilege of conducting activities in Washington.  
26 Purposeful direction and purposeful availment are “distinct concepts.” Schwarzenegger v.  
Fred Martin Motor Co., 374 F.3d 797, 802 (9th Cir. 2004). “A purposeful availment analysis  
is most often used in suits sounding in contract,” whereas “[a] purposeful direction analysis  
... is most often used in suits sounding in tort.” Id. Although Sportsfragrance asserts that  
“the commission of trademark infringement is a type of tort,” Pl.’s Resp. at 3,

1 Sportsfragrance does not argue that PWI purposefully directed its activities toward  
2 Washington.

3 “Purposeful availment requires that the defendant engage in some form of affirmative  
4 conduct allowing or promoting the transaction of business within the forum state.” Shute,  
5 897 F.2d at 381. A defendant should not be “haled into court as the result of random,  
6 fortuitous or attenuated contacts, or on account of the unilateral activities of third parties.”  
7 Id.; Brainerd, 873 F.2d at 1259.

8 PWI “does not directly sell any of its products to any stores in the State of  
9 Washington.” Bauchner Decl. ¶ 3. Instead of arguing direct sales, Sportsfragrance argues  
10 that PWI has purposefully availed itself of the privilege of conducting business in  
11 Washington by delivering perfume products into the stream of commerce with the  
12 expectation that Washington consumers will purchase them. Sportsfragrance relies on a  
13 series of “stream of commerce” cases to support its purposeful availment argument.

14 First, Sportsfragrance relies on a patent infringement case in which the Federal Circuit  
15 held that the district court in Virginia had personal jurisdiction over a Chinese/Taiwanese  
16 manufacturer and a New Jersey distributor of a fan. See Beverly Hills Fan Co. v. Royal  
17 Sovereign Corp., 21 F.3d 1558, 1560, 1572 (Fed. Cir. 1994). Although the defendants in  
18 Beverly Hills Fan had not *directly* sold or shipped the accused fan to anyone in Virginia, the  
19 plaintiff’s allegations that defendants sold the accused fan to customers in Virginia *through*  
20 *intermediaries* were uncontroverted. Id. at 1563-64. In support of their allegations, the  
21 plaintiffs in Beverly Hills Fan submitted two affidavits of a private investigator who had  
22 purchased the accused fan from a Builder’s Square outlet store in Virginia. Id. at 1560. In  
23 addition to this actual sale, the private investigator’s affidavits established that Builder’s  
24 Square had six stores throughout Virginia, and that fifty-two of the accused fans were  
25 available for sale at these stores in Virginia. Id. at 1560-61. The Court’s specific jurisdiction  
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1 holding was based on the finding that defendants shipped the fan into Virginia through an  
2 “established distribution channel.” Id. at 1565.

3 In some ways, Beverly Hills Fan supports Sportsfragrance’s purposeful availment  
4 argument, but in other ways, it undermines it. On the one hand, like the plaintiff’s “sold  
5 through intermediaries” allegation in Beverly Hills Fan, Sportsfragrance makes an  
6 uncontroverted allegation in its complaint that allegedly infringing Samba ROCK & ROLL  
7 perfume products are “marketed nationally through various retailers,” and “sold in  
8 Washington State.” Compl. ¶ 3. As noted above, Sportsfragrance’s uncontroverted  
9 allegations must be taken as true for purposes of determining jurisdiction if there is no  
10 evidentiary hearing. See also Beverly Hills Fan, 21 F.3d at 1563. On the other hand, the  
11 plaintiffs in Beverly Hills Fan had evidence of stores in Virginia selling the accused product,  
12 whereas Sportsfragrance has no evidence of any stores in Washington selling the accused  
13 product, and no evidence of any online sales to Washington residents. Sportsfragrance  
14 merely has evidence of third party retailer websites, which are accessible to Washington  
15 residents, offering for sale the accused product.

16 Sportsfragrance also relies on three stream of commerce cases from the Western  
17 District of Washington. Star Asia U.S.A., LLC v. Great Neck Saw Mfrs., Inc., C05-505Z,  
18 docket no. 22, 2005 WL 1950297 (W.D. Wash. Aug. 12, 2005); Amazon.com, Inc. v.  
19 Webovation, Inc., C00-1173C, docket no. 42 (W.D. Wash. Nov. 2, 2000); Brewer v. Dodson  
20 Aviation, C04-2189Z, 2006 WL 2252835 at \*1 (W.D. Wash. Aug. 3, 2006). Sportsfragrance  
21 has selectively quoted from these cases without a complete discussion of the relevant  
22 findings. For example, while it is true that the Court in Star Asia noted that the Defendant  
23 placed its product into the stream of commerce, the Court acknowledged that four justices of  
24 the U.S. Supreme Court take the position that “the placement of a product in the stream of  
25 commerce, without more, is not purposefully directed activity.” Order, docket no. 22, at  
26 4:17-18 (emphasis added); see Asahi Metal Indus. Co. v. Superior Court, 480 U.S. 102, 112,



1 117 (1987). The Court in Star Asia found other contacts with the forum besides the  
2 placement of a product in the stream of commerce. Order at 5:1-21 (finding that “there are  
3 substantial sales of the Defendant’s product in Washington;” “the Defendant sent two cease  
4 and desist letters to a Washington resident;” “the Defendant uses trade representatives in  
5 Washington to solicit sales;” and “the Defendant maintains an active internet site.”). Star  
6 Asia fails to support Sportsfragrance’s sole reliance on a stream of commerce theory to  
7 satisfy the purposeful availment prong of specific jurisdiction.

8 In Amazon.com, there were two undisputed sales through the defendant’s own  
9 website, totaling \$89.20, to Washington residents. The Court exercised jurisdiction over an  
10 out-of-state defendant based not only on these sales, but also on the defendant’s posting of an  
11 “amazongifts.com” website in full knowledge of the website of Washington resident,  
12 Amazon.com. Order, docket no. 42, at 1, 3-4 (applying “effects test” of Calder v. Jones, 465  
13 U.S. 783 (1984)). Amazon.com is not a stream of commerce case.

14 In Brewer, a products liability case, a North Carolina-based defendant not only placed  
15 the air pump that allegedly caused the accident into the stream of commerce by selling it in  
16 Arizona, but also availed itself of Washington’s markets by advertising nationally, by  
17 providing customer service to Washington residents, by having an interactive website, and by  
18 directly selling similar air pumps in Washington. Order, docket no. 135, at 7. In Brewer, as  
19 in Star Asia, there was “something more” than a stream of commerce theory to provide the  
20 basis for the Court’s jurisdiction.

21 PWI fails to address any of the stream of commerce cases. Instead, in Defendants’  
22 opening motion, PWI argues that the acts of third parties (i.e., Target) cannot form the basis  
23 for personal jurisdiction. PWI relies solely on Brainerd, 873 F.2d at 1259, in which the  
24 Ninth Circuit states that personal jurisdiction cannot be based upon “the unilateral activities  
25 of . . . third parties.” Brainerd is of limited application here because the personal jurisdiction  
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1 holding was not based on a rationale involving third party activities.<sup>2</sup> In Defendants' reply,  
2 PWI cites several "website" cases, in which the courts discuss a defendant's interactive  
3 website as a basis for personal jurisdiction. See Chloe v. Queen Bee of Beverly Hills, LLC,  
4 571 F.Supp.2d 518 (S.D.N.Y. 2008); Millennium Enters., Inc. v. Millennium Music, LP, 33  
5 F.Supp.2d 907 (D. Or. 1999). Because Sportsfragrance neither alleges nor provides any  
6 evidence that PWI operates an interactive website, or somehow controls the third party  
7 retailers' websites, these cases do not apply to the present case.<sup>3</sup>

8 For purposes of determining personal jurisdiction, the Court finds that PWI placed the  
9 allegedly infringing Samba ROCK & ROLL perfume products into the stream of commerce  
10 by selling it to Minnesota-based Target and New York-based Quality King Fragrance, Inc.  
11 However, even though it may have been foreseeable that these third parties retailers would,  
12 in turn, market and sell the product elsewhere in the country, and perhaps in Washington,  
13 foreseeability alone is an insufficient basis for the Court to exercise personal jurisdiction over  
14 PWI. See Millenium Enters., 33 F.Supp.2d at 921 ("[I]t is well-established that  
15 foreseeability alone cannot serve as the constitutional benchmark for personal jurisdiction.").  
16 It is a *defendant's* conduct and the connection with the forum state that are crucial to the  
17 personal jurisdiction analysis. Id. (citing World-Wide Volkswagen, 444 U.S. at 297). Thus,  
18 even if the Court accepts as true Sportsfragrance's uncontroverted allegation that retailers  
19 sold the allegedly infringing Samba ROCK & ROLL perfume products in Washington,

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21 <sup>2</sup>Brainerd is also of limited application because, first, the Brainerd Court applies a  
22 purposeful direction, not a purposeful availment, analysis, and, second, the Brainerd  
23 defendants, who were university officials, were not involved in any commercial enterprise in  
the forum state.

24 <sup>3</sup> Even if the Court were to consider these "website" cases, it is clear that courts require  
25 "something more" than a defendant's own interactive website to establish purposeful  
26 availment. There needs to be some evidence that a forum's residents were specifically  
targeted or sales to a forum's residents were consummated. See Chloe, 571 F.Supp.2d at  
527-30; Millennium Enters., 33 F.Supp.2d at 913-20.

1 Compl. ¶ 3, despite the lack of evidence in support of such an allegation, that fact does not go  
2 to *PWI's* activities in Washington. Sportsfragrance has failed to make a prima facie showing  
3 of purposeful availment as to *PWI*.

4 **b. Claim Arises Out of Forum-Related Activities**

5 In the absence of any forum-related activities by *PWI*, as discussed above in the  
6 Court's purposeful availment analysis, there can be no claim arising out of *PWI's* forum  
7 related activities. Accordingly, Sportsfragrance has failed to satisfy the second "arising out  
8 of" prong of the specific jurisdiction test.

9 The Court briefly addresses the \$21.70 worth of perfume products sold to a  
10 Washington resident at Perfumania on April 15, 2009. Alvord Decl., Ex. B. Because this  
11 sale did not include the allegedly infringing Samba ROCK & ROLL perfume products,  
12 Sportsfragrance's trademark claims cannot be deemed to have arisen out of that sale.  
13 Moreover, even if the products had been the allegedly infringing Samba ROCK & ROLL  
14 perfume products, no trademark claim could have arisen out of that transaction because the  
15 customer named on the receipt, Maria Alvord, has the same last name as Plaintiff's counsel,  
16 Chase Alvord, and presumably the sale was an orchestrated one. See Millenium, 33  
17 F.Supp.2d at 911 (no likelihood of confusion created where customer in orchestrated sale  
18 knew defendants were not associated in any way with plaintiff).

19 **c. Fair Play and Substantial Justice/Reasonableness**

20 The Ninth Circuit has outlined seven factors to consider in determining  
21 reasonableness: (1) the extent of purposeful interjection, (2) the burden on the defendant to  
22 defend the suit in the chosen forum, (3) the extent of conflict with the sovereignty of the  
23 defendant's state, (4) the forum state's interest in the dispute; (5) the most efficient forum for  
24 judicial resolution of the dispute; (6) the importance of the chosen forum to the plaintiff's  
25 interest in convenient and effective relief; and (7) the existence of an alternative forum.

1 The first “purposeful interjection” factor favors PWI because the extent of its  
2 purposeful interjection is weak, to the extent it exists at all. The second “burden” factor  
3 favors PWI because PWI would be forced to defend itself 3,000 miles from its base of  
4 operations. Even though Sportsfragrance has offered to travel to New York to depose  
5 witnesses and conduct discovery there, PWI and its witnesses would still need to travel to  
6 Seattle for trial. The third “sovereignty” factor is neutral, as conceded by PWI. The fourth  
7 “forum state’s interest” factor is neutral because Washington’s interest is no greater than any  
8 other jurisdiction, and Sportsfragrance admits as much. Pl.’s Resp. at 10:5. The fifth  
9 “efficient forum” factor favors PWI because there are no witnesses in this district; the  
10 witnesses would likely come from New York, Arizona, and Minnesota (where Target is  
11 headquartered). Sportsfragrance’s offer to have its Arizona-based CEO travel to Seattle to be  
12 deposed does not make Washington an efficient forum as compared to New York. The sixth  
13 “plaintiff’s interest” factor does not strongly favor Sportsfragrance because Sportsfragrance  
14 chose Washington merely based on the location of its counsel. Pl.’s Resp. at 11. The  
15 seventh “alternative forum” factor favors PWI because New York and Arizona are  
16 alternative forums. These factors overwhelmingly favor PWI.

17 Even if the Court were to conclude that PWI purposefully availed itself of the  
18 Washington forum by selling the allegedly infringing Samba ROCK & ROLL perfume  
19 products to national retailers and that Sportsfragrance’s trademark claims arise out of the  
20 retailers’ alleged sales of the infringing products to Washington consumers, it would be  
21 unreasonable to hale PWI into Washington to defend itself.

22 **d. Conclusion Re: Specific Jurisdiction**

23 The Court GRANTS Defendants’ Motion to Dismiss Pursuant to Fed. R. Civ. P.  
24 12(b)(2) for lack of personal jurisdiction, docket no. 25.

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1           **B. Defendants' Motion to Dismiss for Improper Venue**

2           In the alternative, Defendants move to dismiss pursuant to Fed. R. Civ. P. 12(b)(3) for  
3 improper venue. The general federal venue statute provides:

4           A civil action wherein jurisdiction is not founded solely on diversity of  
5 citizenship may, except as otherwise provided by law, be brought only in (1) a  
6 judicial district where any defendant resides, if all defendants reside in the  
7 same State, (2) a judicial district in which a substantial part of the events or  
8 omissions giving rise to the claim occurred, or a substantial part of property  
that is the subject of the action is situated, or (3) a judicial district in which any  
defendant may be found, if there is no district in which the action may  
otherwise be brought.

9 28 U.S.C. § 1391(b).

10          Defendants argue – and Sportsfragrance does not rebut the argument – that sections  
11 (1) and (3) do not apply because no defendant resides or may be found in Washington.  
12 Bauchner Decl. ¶¶ 2-5. The Court finds that section (2) does not apply because there is no  
13 evidence or allegation that a substantial part of the events giving rise to the claims occurred  
14 in this judicial district. This forum has no greater interest in adjudicating this dispute than  
15 any other forum. The witnesses and evidence related to the parties' respective marks are  
16 likely located in New York and Arizona, where the parties are headquartered.

17          In the alternative to the Court's granting of Defendants' motion to dismiss for lack of  
18 personal jurisdiction, the Court GRANTS Defendants' Motion to Dismiss Pursuant to Fed. R.  
19 Civ. P. 12(b)(3) for improper venue, docket no. 25.

20           **C. Other Requests for Relief by Defendants**

21          In light of the Court's dismissal for lack of personal jurisdiction and improper venue,  
22 the Court does not reach Defendants' alternative argument to transfer the case to the  
23 Southern District of New York pursuant to 28 U.S.C. § 1404(a). Defs.' Mot. at 17-19. Nor  
24 does the Court reach Defendants' request for costs and attorneys' fees pursuant to RCW  
25 4.28.185(5). Defs.' Mot. at 20 n.9. The Court ORDERS Defendants to file any motion for  
26 costs and fees pursuant to RCW 4.28.185(5) within ten days of the entry of this Order.

